MADE IN NEW YORK

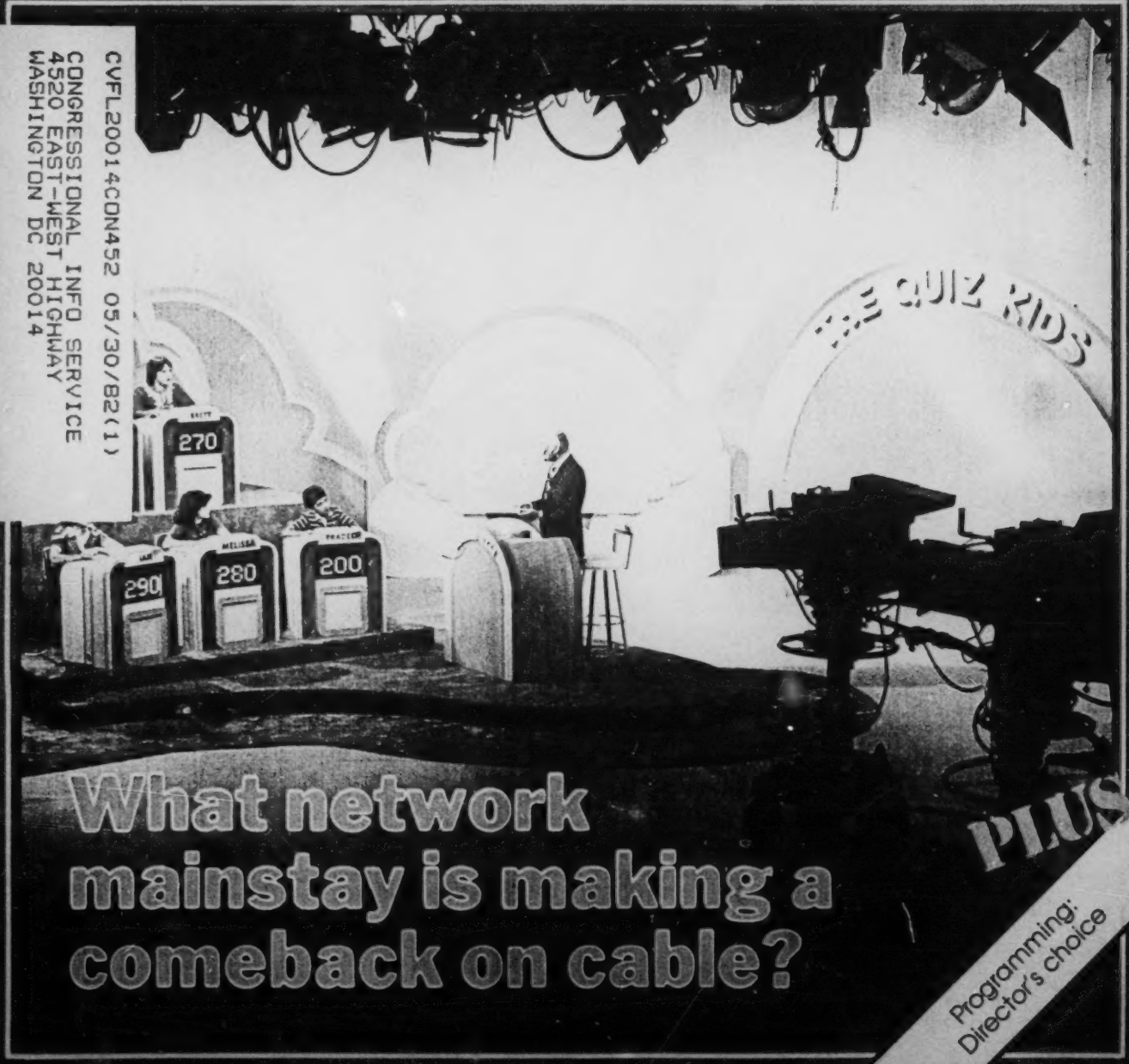
- New York pumping funds into cable
- Government authorities rip franchise fees
- ABC readies first steps for HVN service
- Turner editorial sparks heated industry debate

C8920-2 6/17/8

CableVision

The news and features weekly of the cable television industry June 21, 1982 $3.00

CVFL20014CON452 05/30/82(1)
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014



What network mainstay is making a comeback on cable?

PLUS

Programming: Director's choice

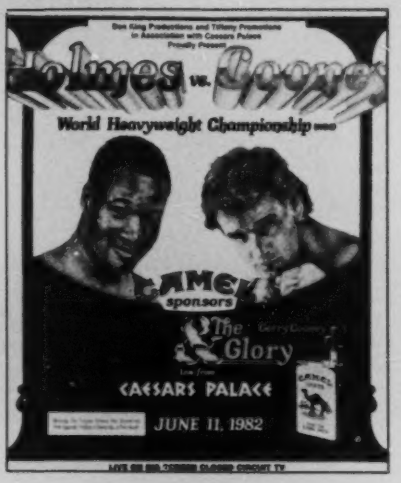
CableVision June 21, 1982. Volume 7, Number 41

Between the lines/5
CableScope/9
Newswire/10
Leading the week/13
Programming/23
Marketing/39
Business/41
CableVision Plus/43
Franchising/75
Government & law/78
Technology/82
People/90
Events/93
Classifieds/94
Advertisers' index/99
From Washington/100
Cable stats/103
Parting words/106

TITSCH COMMUNICATIONS, INC.: *President,* Robert Titsch; *Executive Vice President,* Paul Fitz-Patrick; *Vice President, Washington bureau,* Patrick Gushman; *Controller,* Michael Borer; *Corporate Counsel,* Gary Witt; **EDITORIAL OFFICES: New York:** *Bureau Chief,* Victor Livingston; *Senior Editor,* Jeri Baker; *Associate Editors,* Jean Bergantini Grillo, Gary Rothbart, David Stoller; *Assistant Editors,* Simon Applebaum, Karen Bloom; **Denver:** *Editorial Director,* Michael McCready; *Managing Editor,* Jim Craig; *Associate Managing Editor,* Wayne H. Lasley; *Editor,* CableVision Plus, Victoria Gits; *Managing Editor,* CableVision Plus, Madeline Hardart; *Assistant Editor,* David Murdock; **Washington, D.C.:** *Associate Editors,* Peter Evanow, Craig Leddy; *Cable Statistical Editors,* Kate Hampford, Mira Dabrowski; **Los Angeles:** *Bureau Chief,* Patricia Goldstone; **PRODUCTION:** *Production Director,* Vickie Champion; *Assistant Production Director,* Barbara Coit; *Art Director,* Brad Hamilton; *Asst. Art Director,* Cynthia B. Carey; *Design Director,* Robert D. Tonsing; *Artists,* Earl V. DeWald, Elizabeth Katzelnick, Becky Johnson, Shari Wajda; *Typesetters,* Nancy Beggins, Kathryn Berlin, Ginger O'Leary; *Proofreader,* Judith Schwall; *Photo Editor,* Rob Stuehrk; *Photo Technician,* Bill Ellis; **ADVERTISING, Denver:** *Vice President Sales,* Paul R. Levine; *Director of Sales,* Robert Ancell; *Account Executives,* Lawrence P. Dameron III, Kim Korb; Cathy Lynn Wilson; *Classified Manager,* Suzanne Sparrow; *Customer Service,* Marcia Larson; *Circulation Director,* James Stein; *Traffic,* Pam Macy; **New York:** *Regional Sales Manager,* Sherwood S. Sumner; *Account Executive,* Cathy Rasenberger. **OFFICES: Denver** 2500 Curtis Street, Denver, Colorado 80205 - or- P.O. Box 5727-TA, Denver, Colorado 80217, (303) 573-1433 **Washington Bureau** 1701 K Street, N.W., Suite 505, Washington, DC 20006, (202) 835-0900 **New York Bureau** 488 Madison Avenue, New York, New York 10022, (212) 308-0415 **West Coast Bureau** 101 North Robertson Boulevard, Suite 206, Beverly Hills, California 90211, (213) 659-3965

© Titsch Communications, Inc., 1982. All rights reserved. *CableVision* (USPS 100-430) (ISSN 0361-8374) is published weekly, except the week of January 3, 1983, by Titsch Communications, Inc., 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5727-TA, Denver, CO 80217. June 21, 1982. Volume 7, Number 41. Subscription price: 1 year, $59.00; 2 years, $106.00; 3 years, $142.00. Canada, Mexico and other foreign subscribers add $30.00 per year. Second-class postage paid at Denver, Colorado. POSTMASTER: Please send form 3579 to *CableVision*, P.O. Box 5727-TA, Denver, CO 80217.

Member of the Audit Bureau of Circulation.



Uncrowned ring king

The Cooney-Holmes heavyweight bout is over, but the uncrowned cable boxing champ is still Don King. **Leading the week, pages 13-20.**

N.Y. sweetens pot

New York has funded a $200,000 study aimed at keeping cable programmers and facilities in New York City. That and other incentives are all part of a "Made in New York" campaign to prevent an exodus to California and other states. **Leading the week, pages 13-20.**

Franchise folly

FCC commissioner Mimi Dawson and House subcommittee counsel Thomas Rogers have problems with cities charging franchise fees. They expressed those opinions at a meeting last week. **Leading the week, pages 13-20.**

Documenting Bell

NCTA board chairman John Saeman recently met with members of Congress to help set the stage for legislation that will prohibit Ma Bell from providing cable programming. **Leading the week, pages 13-20.**

Cancer fight

The cable industry figures to be a major contributor to a $300,000 target expected to be raised during an annual golf tournament. Those funds will be used to battle cancer. **Leading the week, pages 13-20.**

Editorial price tags

Ted Turner recently delivered an editorial over his cable services. The message was anti-violence and in itself was acceptable. However, the fact that Turner made the comments has opened a can of worms. **Page 23.**

Changing the accent

TeleFrance is creating a cultural bridge between the spoken word and the moving picture with some help from fancy equipment and some talented people. **Page 28.**

Distribution pitfalls

New distribution techniques for films are creating some interesting avenues and challenging the tried and true methods of the past. The dilemma is in deciding which of those avenues present the best opportunities. **Page 39.**

Soaring discs

Despite the recession and press reports that the video disc has been a bust, RCA vice president Thomas Kuhn said first-year sales have exceeded expectations. **Page 41.**

ESPN battle plan

Pay-per-view offerings of major sporting events such as the Super Bowl and the World Series are being looked at as a method of offsetting rising program cost. **Page 41.**

Local origination bidders

Franchise consultants are giving 'LO' packages a close look and often times the results of that examination can prove the difference in winning or losing the war. **Page 75.**

Copyright squeeze

Opponents of the cable copyright bill are seeking amendments that could damage the fragile compromise. **Page 78.**

This week in *CableVision Plus*

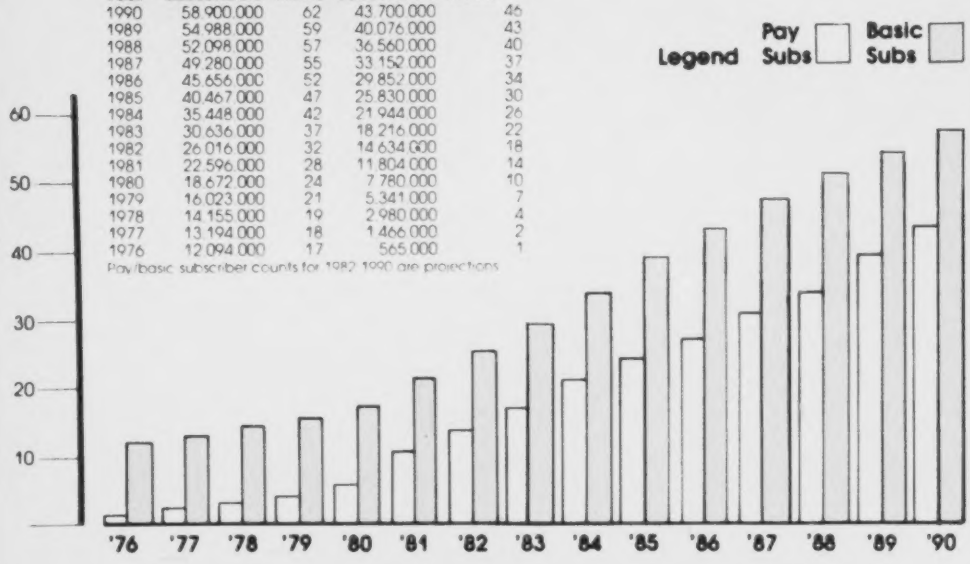
Game shows haven't died, they've been snoozing. A flock of quiz shows are in the wings and about to be reborn on cable networks. *CableVision Plus* takes a look at the line-up from *Super Bingo* to *The Shopping Game*. On the West Coast, bureau chief Patricia Goldstone visits with veteran directors George Schaefer and Merrill Karpf, who have formed a new production company. They tell us why cable looms large in their future plans. **Pages 43-66.**

Cable stats

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections



Cable barometer

Television households (TVHH) ... 81,500,000

Homes passed by cable (HP) 44,252,000

Percent of TVHH passed by cable 54.30%

Basic cable subscribers 24,242,000

Percent of TVHH with basic cable .. 29.75%

Percent of HP with basic cable .. 54.78%

Pay cable subscribers 13,219,000

Percent of TVHH with pay cable ... 16.22%

Percent of HP with pay cable ... 29.87%

Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982.

Franchising in the top 50 markets

Rank	Market	Status of Core City
1.	New York	Manhattan-OP/four unwired boroughs—FP
2.	Los Angeles	City is divided into 14 areas (A-N). Eleven-FG Three-FP
3.	Chicago	BP
4.	Philadelphia	City divided into N,S,E,W. S-OP. Other three-FP
5.	San Francisco	OP (System to be upgraded)
6.	Boston	FG
7.	Detroit	BP
8.	Washington, D.C.	LNA
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Pittsburgh	OP
12.	Houston	OP
13.	Minneapolis/St. Paul	FG (reissued)/FP
14.	St. Louis	BP
15.	Seattle/Tacoma	Seattle is divided into four parts (2OP/1FG/1BP)/Tacoma-OP
16.	Atlanta	OP
17.	Miami	FG
18.	Tampa/St. Petersburg	FP/OP
19.	Baltimore	BP
20.	Denver	FG
21.	Indianapolis	FG (to be turned on shortly)
22.	Sacramento/Stockton	BP/OP
23.	San Diego	OP
24.	Portland	City is divided into 3 parts (2-OP/1-FC)
25.	Kansas City	OP
26.	Hartford/New Haven	Two systems-OP
27.	Cincinnati	OP
28.	Milwaukee	FP
29.	Buffalo	OP
30.	Nashville	OP
31.	Phoenix	OP
32.	Columbus	Four systems-OP
33.	Providence/New England	LNA/OP
34.	Memphis	OP
35.	Charlotte	OP
36.	New Orleans	FG
37.	Greenville/Spartansburg/ Asheville	Three systems-OP
38.	Grand Rapids/Battle Creek/Kalamazoo	Three systems-OP
39.	Oklahoma City	OP
40.	Orlando/Daytona Beach	Two systems-OP
41.	Raleigh/Durham	Two systems-OP
42.	Louisville	Two systems-OP
43.	Charleston/Huntington	Two systems-OP
44.	Birmingham	OP
45.	Salt Lake City	OP
46.	Harrisburg/York/ Lancaster/Lebanon	Four systems-OP
47.	Norfolk/Newport News/ New Hampton/Portsmouth	Four systems-OP
48.	Wilkes-Barre/Scranton	Two systems-OP
49.	Albany/Schenectady/Troy	Three systems-OP
50.	Dayton	OP

Based on chart from the NCTA report on cable franchising, using Arbitron's designated market areas.

Legend:
OP-operational
FG-franchise granted
FP-franchise pending
BP-beginning process
LNA-little or no action

National cable advertising

This chart lists national advertising sales by the basic cable networks during April and May 1982.

Network/Client	Status
BET	
Amtrak	Renewal
Carson Products	Renewal
General Electric	Renewal
General Foods	Renewal
General Mills	Renewal
Ford (Lincoln-Mercury)	Renewal
Philips Petroleum	Renewal
Pepsico	Renewal
Sears	Renewal
U.S. Army	Renewal
U.S. Navy	Renewal
Westinghouse	Renewal
Wrigley's	Renewal
Xerox	Renewal
CBS Cable	
Bolla Wines	Renewal
Bristol-Myers	Renewal
Dow Jones	New client
Eastman Kodak	New client
E.F. Hutton	Renewal
Exxon	New client
Ford	Renewal
General Motors	Renewal
Home Box Office	Renewal
Kellogg's	New client
Knight International	Newclient*
Kraft	New client
Perrier	New client
Quaker Oats	Renewal
Shell Oil	Renewal
Universal Pictures	New client
Volkswagen of America Inc.	Renewal
Warner Communications	Renewal
CNN	
Aetna	New client
Black & Decker	New client
Citicorp	Renewal
E.F. Hutton	New client
Esmark (Playtex)	Renewal
Eastman Kodak	Renewal
GMAC/Buick	Renewal
General Mills	Renewal
General Motors (Chevrolet)	Renewal
Hanes	Renewal
Home Box Office	Renewal
Jamaica Tourist	Newclient*
National Autofinders	Newclient*
Nine	Newclient*
Pendelton Mills	Renewal
Perrier	New client
Savings & Loan	New client
Shering Plough	Renewal
South African Airways	Renewal
Transamerica/Occidental Life	New client
SSS Co. for 20/20 Eyedrops	Renewal
Wausau Insurance	Renewal
Daytime	
Campbell's Soup	Renewal
DMC Corp.	Renewal
Doubleday/J.C. Penney	Newclient*
General Motors (Chevrolet)	Renewal
Kraft	Renewal
Nylint Toys	Renewal
Quaker Oats	Renewal
Revlon	Renewal
Sears	Renewal
Trans World Airlines	Renewal
ESPN	
AMF	New client
AT&T (Longlines)	Renewal
American Express	Renewal
Avis	Renewal
Bantam Books	New client
Bendix (Fram)	Renewal
Burnham Van Service	Newclient*
Carter Wallace	Renewal
Charles Schwab & Company	Newclient*
Chevrolet Trucks (General Motors)	New client
Dunlop Tire & Rubber	Renewal
Eastman Kodak	Renewal
Florapax	Newclient*
General Motors (GMAC/Buick)	Renewal
Hilton	Renewal
Home Box Office	Renewal
Lipton	New client
Mercedes-Benz	Renewal
Paramount Pictures	Renewal
Pentax	New client
Prince Tennis Raquets	Renewal
SSS Co. for 20/20 Eyedrops	New client
Showtime	Renewal
Technology Illustrated	Newclient*
Universal Pictures	Renewal
Urban General	Renewal
Volkswagen	Renewal
Volvo	Renewal
Wrangler Jeans (Bluebell)	Renewal
Warner Communications (Ralph Lauren)	Renewal
MSN	
Cook'N Ca'jun	Newclient*
General Foods	Renewal
Sealy	New client
Warner Lambert	New client
National Jewish Television	
Goody Products Inc.	New client
SIN	
Anheuser-Busch	Renewal
Banfi Products	Renewal
Balaccio Wine	Renewal
Eastern Airlines	New client
General Foods	Renewal
Hartz Mountain	Renewal
Pepsico	Renewal
Polaroid	Renewal
Revlon	New client
SPN	
American Express	Renewal
Avis	Renewal
Business Week	Renewal
Ceasars Tahoe	New client
Cheesborough Pond	New client
Commadore Computer	Renewal
Consumer Reports	Renewal
Dow Jones	Renewal
Eastman Kodak	Renewal
Esmark (Playtex)	Renewal
Estee Lauder	New client
Crolier Books	Newclient*
Kaiser Aluminum	Renewal
Kleenex	New client
Lysol	New client
Mennen	New client
Moosehead Beer	Renewal
Pentel	Renewal
Preparation H	New client
Quaker Oats (Fisher-Price Toys)	New client
Sears	New client
Smith Barney	Renewal
TWA	Renewal
Time	Renewal
Union Carbide	Renewal
Villa Biaachi Wine	Renewal
TeleFrance	
Chanel	Renewal
Club Med	Renewal
Elf Aqultaine	Renewal
Exxon	Renewal
Made in France International	Renewal
USA Network	
AT&T	Renewal
Activision	Renewal
American Cynamid (Lederle)	New client
American Express	Renewal
Black & Decker	New client
Boxing Analysts	Newclient*
Business Week	Renewal
CBS Records	New client
Charles Schwab & Company	New client
Citizen Watch	New client
Filmways	New client
Franklin Mint Country Thimbles	New client
General Foods	New client
General Motors (Chevrolet Trucks, Camero)	Renewal
Hanes	Renewal
H.I.S. Jeans	Newclient*
Home Box Office	Renewal
Home Video Magazine	New client
J.C. Penney	Renewal
Jeffery Martin	New client
Kemper Insurance	Renewal
Louis L'Amour Western Books	Newclient*
McDonald's	New client
Miller Brewing	Renewal
NAP Consumer Electronics	Renewal
National Autofinders	New client
National Enquirer	New client
Old Milwaukee	New client
Omni Magazine	New client
Paramount	New client
Pentax	New client
Pivotlite	Newclient*
RCA Records	New client
Sony	Renewal
Universal Pictures	Renewal
Video Connection	Newclient*
Walking Stereo	Newclient*
Wilson Sporting Goods	New client
WTBS	
Carter Wallace	Renewal
Ford	Renewal
General Mills	Renewal
ITT/Continental Banking	Renewal
Johnson & Johnson	Renewal
Kraft	Renewal
M&M Mars	Renewal
Mobile Oil	Renewal
National Enquirer	Renewal
Paramount Pictures	New client
Warner Lambert	Renewal
The Weather Channel	
American Express	New client
Eastman Kodak	New client
Hyatt Hotels	New client
Quaker Oats	New client

* New to network advertising.